

# Fitness and Health Through Technology

Prepared for: KIN: 710 Technology In Kinesiology

Prepared by: Blaine Taylor

December 4, 2014

**HERO3<sup>+</sup>**  
BLACK EDITION

**Smaller, lighter, mightier still.**

Introducing the most advanced GoPro yet.



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## DARK HORSE ATHLETICS

### Objective

In a country where obesity is at an all time high, it is important for people to recognize this and try to improve their overall physical condition to live a healthier life style. Being physically active and maintaining a healthy body composition are some of the most essential aspects of life, if not the most important. In a world of technology and obsession with jobs and careers, people are neglecting what is most important, their bodies and their health, and we have the statistics to back those claims up. In the United States today, more than 35% of the population is obese and half of those people are morbidly obese (body fat > 40%). As a personal trainer/strength and conditioning coach I have trained many people and assisted them in improving their overall physical condition (strength, endurance, flexibility, body composition, and eating habits), after two years of doing this and posting various things about what I do on social media, I have had numerous people coming to me with questions about what they need to do to make improvements to their body. As a result from all the inquiries, I have decided to make my own website, blog, and YouTube channel where I can post quality information and videos using a GoPro POV (point of view) camera. By doing this I can not only inform and assist my current clients, friends, and family, but reach out to many people (people I probably will never meet) interested in fitness or changing their lives through technology.

### Goals

From a goals standpoint, I will make quality, informative videos about fitness, nutrition, and training that people can use as guidelines for their own fitness journey and lifestyle. With the GoPro camera I will be able to make fun, entertaining, and informative videos that people can view wherever and whenever. If you have a smart phone, a tablet, a laptop, desktop, or even game systems that plug into the television you will be able to view my videos. My goal is to make videos that target all aspects of fitness. I will be able to use my YouTube channel to show my videos to the world. I will make many videos that are specific to fat loss, bodybuilding, bodyweight training (calisthenics, gymnastics), strength and conditioning, plyometric training, etc. Each category will have its' own playlist on my channel making it easy for viewers to navigate to whatever videos they are interested in. I also hope that through YouTube I can monetize my channel and use it as a source of income. I hope that by making these videos I can also increase my notoriety in the fitness community and become a person that people rely on for their fitness information.

### Solution

Through technology (GoPro camera, YouTube, and website) I hope that I can reach out to many people and help change lives in a positive way. I want people to use my videos as a motivational tool and a template for their workouts and fitness goals.

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## **DARK HORSE ATHLETICS**

### **Evaluation**

After weeks and months of running my channel on YouTube through the use of my GoPro camera I will know if my channel is successful or not because of a tool called YouTube Analytics. With YouTube Analytics I can find out how many people are viewing my videos, “liking” (or disliking) my videos, subscribing to my channel, what percentage of male and female viewers there are, geographical statistics (where viewers are from), and if people are watching the whole length of the videos. From this I can determine the success of my channel, also the amount of money I will be making from the videos will also determine the success of my channel.

### **Plan/Timeline**

I am already familiar with video editing, exporting video, and uploading them to YouTube so getting this started should not be a problem at all. I plan on filming and uploading one or two videos per week, I will show trailers on all my social media accounts to inform the people who follow me that I have uploaded a new YouTube video. This is my business and a way for me to get my message out to the community, therefore, I have full confidence that I will be extremely persistent and consistent in making these videos and getting them on the web.

### **Outcomes/Impact**

Along with my clients in Visalia and Fresno I hope to gain “online clients”, clients who I advise through Skype, phone, and email. These clients will have all the same benefits as the clients I train in person but will just not have my physical presence. Although gaining clients would be beneficial to my business that is not my specific goal for this project. My main goal is to be a positive influence for everyone interested in fitness, I hope to change lives and motivate people to break unhealthy habits and start their own fitness journey. My main concern is to be a contributor to society, to educate and motivate people to live healthier and longer, to eradicate obesity and other diseases like heart disease that are currently plaguing our country.

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## BUDGET

Description	Quantity	Unit Price	Cost
MacBook Pro 13"	1	\$ 1,600	\$ 1,600
GoPro 3+ Black	3	\$ 400	\$ 1,200
GoPro Tripod	3	\$ 40	\$ 120
<b>Total</b>			<b>\$ 2,920</b>

## Manual/Directory

This project is intended for my own personal use and business but I am providing this manual/directory for those who want to do a similar project or use the same technologies.

### Products

First you will need to purchase a computer or device with up-to-date software and hard drive. I chose the MacBook Pro because of its' 2.6GHz dual-core intel Core i5 processor, 8GB of RAM, and 256GB of flash storage. This computer also features Retina display with LED backlit display with IPS technology; 2560 by 1600 pixels.

It would also be useful to purchase at least 2 - 3 GoPro cameras to film from different angles at once, by doing this you will be able to edit and create entertaining, interesting, professional looking videos.

One of the main reasons I chose the GoPro cameras is that it is extremely "user friendly". GoPro also offers free editing software and also offers the GoPro APP for smart phones and tablets.

It is not essential, but I would highly recommend getting tripods to mount your GoPro cameras to. Finding stable mounts for the GoPro is sometimes difficult so it is always useful to have a stable mount for the camera.

### GoPro settings and Uses

I chose to use this video for the directions on how to use a GoPro camera because I couldn't say it any better myself, so check out the link below.

<https://www.youtube.com/watch?v=BPZo-ep184U>

### GoPro Editing Software

Click the link below for computer editing software for GoPro and smartphone/tablet App

<http://shop.gopro.com/softwareandapp>

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### Creating a YouTube Channel Instructions

Channel instructions are featured in the video below.

<https://www.youtube.com/watch?v=8m51Q-iEBIw>

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